



# County of Los Angeles CHIEF ADMINISTRATIVE OFFICE

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DAVID E. JANSSEN  
Chief Administrative Officer

Board of Supervisors  
GLORIA MOLINA  
First District

YVONNE BRATHWAITE BURKE  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

June 17, 2003

To: Supervisor Yvonne Brathwaite Burke, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: David E. Janssen  
Chief Administrative Officer

## **SMALL BUSINESS ECONOMIC DEVELOPMENT STATUS REPORT**

On May 22, 2001, your Board instructed this office to conduct a feasibility study on how countywide business and economic development initiatives could be strengthened and streamlined. On September 21, 2001, we submitted a report to your Board outlining the extensive economic development efforts currently undertaken, and identifying initiatives which could further enhance these efforts. The initiatives included two summits: one to promote economic development coordination and information-sharing among County entities, while the other would provide outreach and focused assistance to small business.

My office organized a steering committee comprised of representatives from the Chief Administrative Office, Community and Senior Services, Public Social Services, Community Development Commission, the Office of Small Business Advisory Board, the Citizen's Economy and Efficiency Commission and the Los Angeles Economic Development Corporation, to begin the process for developing the two summits.

On February 12, 2003, the County sponsored the initial Economic Development Coordination Summit which was attended by 65 County and agency professionals. The focus of this initial summit was to enhance coordination and collaboration economic among County agencies and to develop proactive steps through which the County can better address business needs and concerns in recognition of the key role they play in the overall economic vitality of the community.

As a result of the Summit breakout sessions, a series of Action Steps were developed around specific topic areas addressing the issues of coordination, customer service, and communication, as well as several initiatives targeting broader County economic development issues. In a subsequent meeting of the steering committee, a Matrix was developed identifying

Each Supervisor  
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Lead and Supporting Departments based on their particular expertise (attached). The Lead Departments will be conferring with their Co-Leads (if any) and Supporting Departments to complete draft Action Steps Implementation Plans.

Future meetings of the steering committee will continue to refine and develop the Action Steps Implementation Plans as well as begin the planning phase of the second summit targeting outreach and focused assistance to small businesses, tentatively targeted for Fall 2003.

We will keep you apprised of our progress. If you have any questions, please feel free to contact me or your staff may contact Dorothea Park or Chris Foley at (213) 974-1319 or (213) 974-1197, respectively.

DEJ:LS  
MKZ:CF:nl

Attachment

c: Jon Fullinwider, Chief Information Officer  
Carlos Jackson, Executive Director of Community Development Commission  
Robert Ryans, Director of Community and Senior Services  
Dr. Thomas Garthwaite, Director and Chief Medical Officer, Health Services  
Dave Lamberston, Interim Director of Internal Services  
Michael J. Henry, Director of Personnel  
James E. Hartl, Director of Planning  
Edna Bruce, Director of the Office of Small Business  
Bryce Yokomizo, Director of Public Social Services  
Bruce Staniforth, Executive Director, Citizen's Economy and Efficiency Commission  
Lee Harrington, President and CEO, Los Angeles Economic Development Corporation

## ECONOMIC DEVELOPMENT COORDINATION SUMMIT

### MAJOR TOPIC AREAS – ACTION STEP MATRIX

<b>1. IMPROVED COORDINATION/COOPERATION</b>			
<b>Short Term</b>		<b>Lead Department(s)</b>	<b>Supporting Department(s)</b>
1.1	Expand and replicate the “One-Stop” service center approach	CAO	DRP/DPW/Fire/DHS
1.2	Coordinate efforts among County departments	CAO	ALL
1.3	Continue and expand collaborative effort of DPSS and CSS on Work Source	CSS/DPSS	EDC
1.4	Utilize steering committees for specific cross-departmental issues, such as on Mello-Roos financial policies and practices, when appropriate	CAO	ALL
<b>Long Term</b>			
1.5	Leverage promotion of business assistance programs	EDC	OSB/CDC
1.6	Create strategic alliances – cross-pollination	EDC	ALL

<b>2. CUSTOMER SERVICE/TRAINING</b>			
<b>Short Term</b>		<b>Lead Department(s)</b>	<b>Supporting Department(s)</b>
2.1	Build Department Business Advocates (Small Business Advocates)	OSB	ALL
2.2	Train County staff and businesses on how to access procurement and business information	ISD/OSB	CDC/EDC/CSS/DPSS/DHR
<b>Long Term</b>			
2.3	Reevaluate department functions to consolidate and streamline customer service processes and delivery	CAO	CDC/OSB/EDC/CSS/DPSS/CIO
2.4	Ongoing education and training for County staff and businesses	OSB/ISD	CDC/DHR

## ECONOMIC DEVELOPMENT COORDINATION SUMMIT

### MAJOR TOPIC AREAS – ACTION STEP MATRIX

<b>3. COMMUNICATION/INFORMATION SHARING</b>			
<b>Short Term</b>		<b>Lead Department(s)</b>	<b>Supporting Department(s)</b>
3.1	County resource directory (electronic and hard copy); <ul style="list-style-type: none"> <li>Create central location of information to ensure consistency and accessibility</li> </ul>	CIO/OSB	ALL
3.2	Combine existing workshops – County and business	OSB	CDC/EDC/CSS/DPSS/DHS /ISD
3.3	Bifurcate County information into two tracks that address: 1) information businesses need if they want to do business with the County, 2) information businesses need if they want services from the County. Web Sites should: <ul style="list-style-type: none"> <li>Facilitate business-oriented links;</li> <li>Be organized by services provided; and</li> <li>Be designed to keep users from being caught in circular referral patterns; give users the option to speak to a live person</li> </ul>	CIO	ALL
3.4	Survey departments on 1) whether or not they deal with businesses, 2) how they respond to business inquiries	CIO	OSB/EDC
<b>Long Term</b>			
3.5	Annual Summits	CAO	OSB/EDC

<b>4. MISCELLANEOUS – OTHER INITIATIVES</b>			
<b>Short Term</b>		<b>Lead Department(s)</b>	<b>Supporting Department(s)</b>
4.1	Further develop the “usable land” efforts to attract and/or retain businesses	CDC/DRP	DPW/EDC/CAO
<b>Long Term</b>			
4.2	Create a Small Business Health Plan linked to Health Services to provide more affordable healthcare coverage	DHS	DHR/OSB/CAO
4.3	Create a County Strategic Plan Goal focused on the promotion of economic development and business advocacy	CAO	CDC/OSB/EDC
4.4	Build a corporate culture that cares	CAO	ALL
4.5	Build “One County” image and service provision environment	CAO	ALL